

Amendment Filed June 10, 2005
Serial No. 10/713,446

REMARKS/ARGUMENTS

Objections to the Specification and Drawings

In the Action mailed May 9, 2005, the Examiner required correction of a discrepancy between Fig. 1 and paragraph [0017]. A replacement paragraph [0017] has been supplied.

In reviewing the specification, a typographical error was noted in paragraph [0033]. Cropping indicator 804 was incorrectly referred to as cropping indicator 802 at one location. A replacement paragraph [0033] has been supplied.

Claim Rejections

Claims 1-20 were presented for examination. In the Action mailed May 9, 2005, claims 1-20 were rejected under 35 U.S.C. 103(a) as being unpatentable over Roses (U.S. PG-PUB No. 2003/0055871) in view of Noda (U.S. PG-PUB No. 2002/0030634). Claims 2, 8-10, 12, and 18-20 have been cancelled, claims 1, 3, 5-7, 11, 13, and 15-17 have been amended, and new claims 21-30 have been added. As discussed below, all pending claims, as amended, are not anticipated by Roses and Noda and are believed to be in condition for allowance.

Looking first at Roses, a system allowing a user to select a product template, select a desired image, and incorporate the image into the template to create a product design is described. Fig. 6 and paragraph [0043] of Roses indicate that the user can select "crop and scale to fit" in Image Attributes 612, which will cause the system to create a cropped version of the selected image and incorporate the cropped version into the product design when the user presses Place Image button 613. The user has

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no control over what portion of the image is cropped. After the user has pressed Place Image 613 and placed the image version in the product design, Roses discloses no system or method for allowing the user to modify the displayed version of the image so as to crop the image in a different way.

Turning now to Noda, a system allowing a user to create a cropped version of an image using a user-controllable crop boundary is disclosed. Using the selection tools shown in Figs 7 and 8, the Noda user first selects a particular paper size and template option, such as shown in Figs 9A-F and Figs. 10A-D. In the example discussed in detail in Noda, the user has chosen the "Superimpose A4H" template, described in the first sentence of paragraph [0078] of Noda. This choice results in the displaying of the corresponding "framing image" being displayed in first sub display area 38, as shown in Figs. 3-6, 11, 13, 14, 16 and 17.

Referring to Fig. 3 of Noda, the original image, referred to in the Applicants' specification as the "base image", from which the user will select the portion to be incorporated into the product being created is displayed as image 46 in main display area 37. The framing image, which initially has no image content, is displayed in first sub display area 38. In the situation shown in Fig. 3, the user is engaged in preparing a cropped version of image 46 for incorporation into outer frame 47a. As discussed in Noda, for example at [0081] to [0083], a crop boundary 84 having the same aspect ration as outer frame 47a is displayed to the user. Crop boundary 84 is used to indicate to the user the portion of image 46 that would be placed in outer frame 47a. Crop boundary 84 can be resized and/or relocated by the user to select a desired portion of image 46. When the user completes manipulating crop boundary 84 and selects pasting button 56, as explained in Noda at [0100] to [0102], the area outside of crop boundary 84 is cropped out and the area within crop boundary 84 is pasted into outer frame 47a.

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However, once the cropping operation is performed, Noda essentially forgets about the base image. In the particular situation where the template includes a smaller image, such as inner frame 47b, superimposed on a larger image, Noda, as discussed in [0112] and [0115], contemplates allowing the user to change the position or size of the smaller image, but these are changes only to the cropped version. If the Noda user desires to modify the cropping of the base image to create a differently cropped version, Noda provides no specific system or method to facilitate this operation. In other words, to create a differently cropped version, the user is required to start all over again from scratch with the original base image in the same way as if the user were replacing the current image with a completely different image as described in [0110]. Noda does not retain any information about where within the base image the cropped version was taken and Noda contains no notion of assisting the user in recropping the current base image by displaying the base image and a cropping indicator indicating the cropped portion relative to the base image.

By contrast, Applicants' pending claims relate to systems and methods for facilitating user customization of the image content in an image area when image content is already present. Independent claims 1 and 11 both recite "allowing a user to select an image area for customization of the displayed content of the image area" and, responsive to the user selection of an image area, "displaying to the user the associated base image, and a cropping indicator positioned to indicate to the user the portion of the base image currently displayed in the selected image area". Neither Roses nor Noda, viewed either alone or in combination, teaches Applicants' claimed method of claim 1 or system of claim 11.

In view of the above comments regarding independent claims 1 and 11, dependent claims 3-7, 13-17, and 21-30 are likewise considered to be patentable over the cited references. It is believed that all pending claims are now in condition for allowance and favorable action on claims 1, 3-7, 11, 13-17 and 21-30 is requested.

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The fee for the presentation of two additional dependent claims is submitted herewith. If any additional fee is required by this amendment, the fee may be charged to Deposit Account No. 502765.

Respectfully submitted,



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